

Rep Order# 9854148 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 11/01/2012 11:04 AM  
Last Received: 11/01/2012 10:46 AM  
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product PRIORITIES USA ACTIO  
Estimate#  
Buyer CASEY BESSETTE  
Phone#  
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA  
1322 G ST SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E  
Flight Dates 11/02/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-TU	430A-459A	NEWS	:30	\$250.00	11/05-11/06	2	P1	1	\$500.00	
	2	SU	430A-459A	NEWS	:30	\$250.00	11/04-11/04	1	P1	1	\$250.00	
	3	SA	730A-8A	NEWS	:30	\$1,200.00	11/03-11/03	1	P1	1	\$1,200.00	
	4	F,M	9A-10A	DRS	:30	\$750.00	11/02-11/05	2	P1	1	\$1,500.00	
	5	F,M-TU	7A-730A	NEWS	:30	\$1,000.00	11/02-11/06	3	P1	1	\$3,000.00	
	6	F,M	530A-6A	NEWS	:30	\$1,200.00	11/02-11/05	2	P1	1	\$2,400.00	
	7	SU	105A-205A	CLOSER	:30	\$450.00	11/04-11/04	1	P1	1	\$450.00	
	8	F,M	12P-1230P	NEWS	:30	\$2,800.00	11/02-11/05	2	P1	1	\$5,600.00	
	9	F,M	5P-530P	NEWS	:30	\$3,000.00	11/02-11/05	2	P1	1	\$6,000.00	
	10	F,M-TU	730A-8A	NEWS	:30	\$1,000.00	11/02-11/06	3	P1	1	\$3,000.00	
	11	F,M	1230P-130P	Y&R	:30	\$2,000.00	11/02-11/05	2	P1	1	\$4,000.00	

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---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	12	F,M-TU	10A-11A	ANDERSON	:30	\$750.00	11/02-11/06	3 P1	1	3	\$2,250.00	
	13	F,M-TU	8A-830A	NEWS	:30	\$1,000.00	11/02-11/06	3 P1	1	3	\$3,000.00	
	14	F,M-TU	630A-7A	NEWS	:30	\$1,600.00	11/02-11/06	3 P1	1	3	\$4,800.00	
	15	F,M	6P-630P	NEWS	:30	\$4,000.00	11/02-11/05	2 P1	1	2	\$8,000.00	

---REPORT TOTALS---

Report Totals: 32 / \$45,950.00

---SALES MONTHLY TOTALS---

Nov 12: 32 / \$45,950.00  
Sales Totals: 32 / \$45,950.00  
Station Totals: 32 / \$45,950.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$114,875	CABL 0%	EKRC 0%	UNKN 60%	WBQC 0%	WCPC 0%
		WKRC 40%	WLWT 0%	WSTR 0%	WXIX 0%	

Books null  
Demos RA35+

ORDER



Orders      Order / Rev: 69573  
Alt Order #:  
Product Desc:  
Estimate: 9854148  
Flight Dates: 11/02/12 - 11/06/12  
Original Date / Rev: 11/01/12 / 11/01/12  
Order Type: GENERAL

Local 12 WKRC-TV  
Millennium Washington DC  
MNAT  
National

Primary AE:  
Sales Office:  
Sales Region:

Agency      Name: Great American Media  
Buying Contact:  
Billing Contact:  
1010 Wisconsin Ave NW  
Washington, DC 20007

Cash  
Broadcast  
EOM/EOC  
15%

Advertiser      Name: Priorities USA Action  
Demographic: HH  
Product Codes: Issues/Propositions  
Priority: P-3  
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:  
Order Separation: 00:15:00  
Advertiser External ID:  
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/06/12	32	\$45,950.00	\$39,057.50	November 2012	32	\$45,950.00	\$39,057.50	0.00
Totals		32	\$45,950.00	\$39,057.50		32	\$45,950.00	\$39,057.50	0.00

Totals

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	40%	\$45,950.00
Market	100%	\$114,875.00

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	60%	\$68,925.00
WCPO	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	11/05/12	11/05/12	430-5a News	CM	430a-5a	M-----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
M-Th/Su 430a News															
Start Date		End Date	Weekdays		Spots/Week		Rate		Rating						
Week: 11/05/12		11/11/12	M-----		1		\$250.00		0.00						
N 2	WKRC	11/04/12	11/04/12	430-5a News	CM	430a-5a	-----S	:30	2	\$250.00	P-1	0.00	NM	2	\$500.00
M-Th/Su 430a News															
Start Date		End Date	Weekdays		Spots/Week		Rate		Rating						
Week: 10/29/12		11/04/12	-----S		2		\$250.00		0.00						
N 3	WKRC	11/03/12	11/03/12	6a-8a Local 12 News Sat	CM	7:30 AM-8:00 AM	-----S-	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
6a-8a Local 12 News Sat (7:30 AM-8:00 AM)															
Start Date		End Date	Weekdays		Spots/Week		Rate		Rating						
Week: 10/29/12		11/04/12	-----S-		1		\$1,200.00		0.00						

